PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Heather Forsythe **DATE:** June 5, 1997

FROM: Dominique Gable

SUBJECT: 1998 Virginia Slims Legends Creative Brief

Attached, please find the creative brief for the 1998 Virginia Slims Legends program.

In addition, I have attached a deck containing samples of the 1997 Virginia Slims Legends materials for your reference.

We would like to schedule a meeting to review your initial concepts for the program the week of July 7, 1997. Either myself or Rob Gotti will call you next week to schedule an appointment.

In the meantime, please do not hesitate to call if you have any questions.

Dominique

cc: I. Broeman (no sample attachment)
M.J. Gennaro
R. Gotti
D. Gross
S. Rush

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